

Client: NRSC 2012
 Product:
 Campaign: TV: 10/17-10/23/12

Station Order

Strategic Media Services, Inc
 3299 K Street, NW
 Washington, DC 20007
 202-337-5700

Rev #: 0
 Flight From: 10/17/2012 to 10/23/2012

Buyer Name: Stephen Szostak
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Estimate No.:
 Contract No.:
 Job No.:

Actg. Order No.: 2518
 WS Order No.: 68710
 Contract No.:

Market: WASHINGTON, DC (HAGRSTWN)
 Station: WJLA
 Station Contact: Barbara Monares

| Item# | Days/ Times | DP/ Len | Program Title/ Comml Tag | Station Gross | Oct 17 | Oct 18 | Oct 19 | Oct 20 | Oct 21 | Oct 22 | Oct 23 | Total Spots |
|-------|--------------------------|------------|-----------------------------|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|
| | | | | Rate/ Total | | | | | | | | |
| 1 | MTWRF-- 05:00A-06:00A | EM 30 | GOOD-WSH 5.00A | \$500.00 \$2,500.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 2 | MTWRF-- 06:00A-07:00A | EM 30 | GOOD-WASH 600A | \$900.00 \$4,500.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 3 | MTWRF-- 07:00A-09:00A | EM 30 | GD MRN AMR-ABC | \$1,200.00 \$6,000.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 4 | MTWRF-- 04:30A-05:00A | EM 30 | GOOD WASH 430A | \$150.00 \$750.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 5 | ----S- 07:00A-08:00A | EM 30 | GD MRN-SAT-ABC | \$500.00 \$500.00 | . | . | . | 1 | . | . | . | 1 |
| 6 | ----Su 07:00A-07:30A | EM 30 | WALL ST JRNAL | \$150.00 \$150.00 | . | . | . | . | 1 | . | . | 1 |
| 7 | ----Su 10:00A-11:00A | EM 30 | THIS WEEK-ABC | \$18,000.00 \$18,000.00 | . | . | . | . | 1 | . | . | 1 |
| 8 | MTWRF-- 09:00A-10:00A | DT 30 | REGIS&KELLY | \$600.00 \$3,000.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 9 | MTWRF-- 10:00A-11:00A | DT 30 | RACHAEL RAY | \$500.00 \$2,500.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 10 | MTWRF-- 11:00A-12:00P | DT 30 | VIEW-ABC | \$1,200.00 \$6,000.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 11 | MTWRF-- 12:00P-12:30P | DT 30 | ABC7 NWS AT 12 | \$1,000.00 \$5,000.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 12 | MTWRF-- 12:30P-01:00P | DT 30 | MILLIONAIRE | \$550.00 \$2,750.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 13 | MTWRF-- 01:00P-02:00P | DT 30 | CHEW-ABC | \$700.00 \$3,500.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 14 | MTWRF-- 02:00P-03:00P | EF 30 | REVOLUTION | \$700.00 \$2,100.00 | . | 1 | 1 | . | . | 1 | . | 3 |
| 15 | MTWRF-- 03:00P-04:00P | EF 30 | ANDERSON | \$1,000.00 \$7,000.00 | 2 | 1 | 2 | . | . | 1 | 1 | 7 |
| 16 | MTWRF-- 04:00P-05:00P | EF 30 | KATIE | \$1,200.00 \$12,000.00 | 2 | 2 | 2 | . | . | 2 | 2 | 10 |
| 17 | ----S- 04:00P-06:00P | SP 30 | ESPN SPTS SAT | \$750.00 \$750.00 | . | . | . | 1 | . | . | . | 1 |
| 18 | MTWRF-- 05:00P-06:00P | EF 30 | ABC7 NWS AT 5 | \$1,200.00 \$12,000.00 | 2 | 2 | 2 | . | . | 2 | 2 | 10 |
| 19 | MTWRF-- 06:00P-06:30P | EN 30 | ABC7 NWS AT 6 | \$1,500.00 \$7,500.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 20 | MTWRF-- 06:27P-06:30P | EN 30 | WORLD NEWS I | \$3,000.00 \$6,000.00 | 1 | . | 1 | . | . | . | . | 2 |
| 21 | MTWRF-- 06:57P-07:00P | EN 30 | WORLD NEWS II | \$4,000.00 \$12,000.00 | . | 1 | . | . | . | 1 | 1 | 3 |
| 22 | ----SSu 06:00P-07:00P | EN 30 | NEWS WEEKEND | \$1,200.00 \$1,200.00 | . | . | . | . | 1 | . | . | 1 |
| 23 | MTWRF-- 07:00P-07:30P | PA 30 | WHEEL-FORTUNE | \$3,000.00 \$15,000.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| 24 | MTWRF-- | PA | JEOPARDY | \$4,000.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |

Advertiser: NRSC 2012
 Campaign: TV: 10/17-10/23/12

Station Order
 WASHINGTON, DC (HAGRSTWN) - TV

Station: WJLA

| Item# | Days/ Times | DP/ Len | Program Title/ Comml Tag | Station Gross | Oct 17 | Oct 18 | Oct 19 | Oct 20 | Oct 21 | Oct 22 | Oct 23 | Total Spots |
|-------|----------------|------------|-----------------------------|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|
| | | | | Rate/ Total | | | | | | | | |
| | 07:30P-08:00P | 30 | | \$20,000.00 | | | | | | | | |
| 25 | —S— | PA | WHEEL-FORTNE W | \$1,200.00 | . | . | . | 1 | . | . | . | 1 |
| | 07:00P-07:30P | 30 | | \$1,200.00 | | | | | | | | |
| 26 | —S— | PA | JEOPARDY-WKND | \$1,200.00 | . | . | . | 1 | . | . | . | 1 |
| | 07:30P-08:00P | 30 | | \$1,200.00 | | | | | | | | |
| 27 | M---- | PT | DANCING STARS | \$14,000.00 | . | . | . | . | . | 1 | . | 1 |
| | 08:00P-10:00P | 30 | | \$14,000.00 | | | | | | | | |
| 28 | -T---- | PT | DANC-RESLT-ABC | \$14,000.00 | . | . | . | . | . | . | 1 | 1 |
| | 09:00P-10:00P | 30 | | \$14,000.00 | | | | | | | | |
| 29 | —F— | PT | 20/20-FRI-ABC | \$6,000.00 | . | . | 1 | . | . | . | . | 1 |
| | 10:00P-11:00P | 30 | | \$6,000.00 | | | | | | | | |
| 30 | —S— | SP | ABC COL FOOTBL | \$5,000.00 | . | . | . | 1 | . | . | . | 1 |
| | 03:30P-07:00P | 30 | | \$5,000.00 | | | | | | | | |
| 31 | MTWRF-- | LN | ABC7 NWS AT 11 | \$2,200.00 | 1 | 1 | 1 | . | . | 1 | 1 | 5 |
| | 11:00P-11:30P | 30 | | \$11,000.00 | | | | | | | | |
| 32 | MTWRF-- | LF | ABC-NITELINE | \$1,200.00 | . | 1 | . | . | . | 1 | 1 | 3 |
| | 11:30P-12:00A | 30 | | \$3,600.00 | | | | | | | | |
| 33 | —Su | LN | ABC7 NWS SUN | \$1,500.00 | . | . | . | . | 1 | . | . | 1 |
| | 11:00P-12:00A | 30 | | \$1,500.00 | | | | | | | | |
| | | | | \$208,200.00 | 21 | 22 | 23 | 5 | 4 | 23 | 22 | 120 |

| Month | Spots | Station Gross Dollars |
|-------|-------|--------------------------|
| Oct | 120 | \$208,200.00 |
| | 120 | \$208,200.00 |

By: _____